

AMENDMENT OF THE CLAIMS:

Please cancel Claims 109-129 without prejudice or disclaimer, and add new claims 130-145 as follows:

Claims 1-129 (canceled)

Claim 130 (new): A Web-based consumer product marketing communication network for managing and delivering consumer product marketing communications to consumers along E-Commerce (EC) enabled Web sites on the World Wide Web (WWW), including EC-enabled stores and EC-enabled online product catalogs, wherein each said EC-enabled Web site includes a plurality of HTML-encoded pages containing one or more of images and text descriptions of consumer products which are offered for sale through said EC-enabled Web sites and registered with said Web-based consumer product marketing communication network, said Web-based consumer product marketing communication network comprising:

- a first Web-based subsystem, operably connected to the infrastructure of the Internet, configured to allow product management team members, associated with a particular consumer product or group of consumer products, and/or authorized parties, to create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for a plurality of consumer products registered with said Web-based consumer product marketing communication network,

- wherein each said MMVK has a graphical user interface (GUI) characterized by a plurality of programmable display modes for displaying a plurality of consumer product information (CPI) resources to said Web browser of the consumer;

- a first Internet-enabled information server operably connected to the infrastructure of the Internet, for generating and serving each said MMVK to a Web browser of a consumer;

- a plurality of Web-based information servers, operably connected to the infrastructure of the Internet, for storing and serving said plurality of CPI resources to the Web browser of said consumer, for display through said plurality of programmable display modes of each said MMVK;

- a UPN/URL database server, in communication with said first Internet-enabled information server, for storing and managing a UPN/URL link structure for each consumer

product registered with said Web-based consumer product marketing communication network,
wherein each said UPN/URL link structure includes

- (i) a Unique Product Number (UPN) assigned to the consumer product, and
- (ii) a set of URLs specifying the location of said plurality of said CPI resources located on the WWW, for programming said plurality of programmable display modes of said MMVK created and deployed for the consumer product identified by said UPN;

a second Web-based subsystem configured to allow product management team members to manage said CPI link structures for said plurality of consumer products, and program a set of said CPI resources to be displayable during said display modes of each said MMVK;

wherein each said MMVK comprises (a) a computer-executable server-side component stored on said first Internet-enabled information server, and (b) a MMVK tag embedded within any of the HTML-encoded pages located in said EC-enabled Web sites, embodying a unique URL, and referencing said computer-executable server-side component;

wherein said computer-executable server-side component includes code specifying:

- (i) a connection to said UPN/URL database server, and
- (ii) a CPI query to be executed on said UPN/URL database server, and dependent on the UPN assigned to said consumer product; and

wherein, the Web-browser of the consumer processes said MMVK tag embedded within an HTML-encoded page, and said first Internet-enabled information server automatically executes the computer-executable server-side component corresponding to said MMVK tag and generates and serves the corresponding MMVK to the Web browser, for display and review by the consumer at the EC-enabled Web site.

Claim 131 (new): The Web-based consumer product marketing communication network of Claim 130, wherein said plurality of programmable display modes are selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menu display mode for displaying a set of said CPI resources by the consumer using said Web browser

Claim 132 (new): The Web-based consumer product marketing communication network of claim 130, wherein said CPI link structure further comprises:

(iii) at least one Trademark (TM) assigned to the consumer product.

Claim 133 (new): The Web-based consumer product marketing communication network of claim 130, wherein, for each MMVK created and deployed for a registered consumer product on said Web-based consumer product marketing communication network, said computer-executable server-side component associated with the MMVK comprises the UPN assigned to the consumer product.

Claim 134 (new): The Web-based consumer product marketing communication network of claim 130, wherein, for each MMVK created and deployed for a registered consumer product on said Web-based consumer product marketing communication network, the MMVK tag associated with the MMVK is embedded in a graphical component contained within one said HTML-encoded page.

Claim 135 (new): The Web-based consumer product marketing communication network of claim 130, wherein, for each MMVK created and deployed for a particular consumer product on said Web-based consumer product marketing communication network, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 136 (new): The Web-based consumer product marketing communication network of claim 132, wherein said CPI link structure further comprises, for each consumer product, (iv) a Product Descriptor (PD) associated with the consumer product.

Claim 137 (new): The Web-based consumer product marketing communication network of claim 130, wherein said set of CPI resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 138 (new): The Web-based consumer product marketing communication network of claim 130, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 139 (new): The Web-based consumer product marketing communication network of claim 130, wherein a supply-chain information management system, operably connected to the infrastructure of the Internet, imports said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure, into said UPN/URL database server.

Claim 140 (new): The Web-based consumer product marketing communication network of claim 130, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer, and physical retail kiosk.

Claim 141 (new): The Web-based consumer product marketing communication network of claim 130, wherein said Web browser of the consumer encountering one said MMVK tag is responsive to the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 142 (new): The Web-based consumer product marketing communication network of claim 130, which further comprises said plurality of EC-enabled information servers, operably connected to the infrastructure of the Internet, for supporting said plurality of EC-enabled Web sites selected from the group consisting of EC-enabled stores and EC-enabled online product catalogs.

Claim 143 (new): The Web-based consumer product marketing communication network of claim 130, which further comprises a second Web-based subsystem for hosting a plurality of said MMVK tags listed in a Web-based MMVK Tag Library served on the WWW.

Claim 144 (new): The Web-based consumer product marketing communication network of claim 130, wherein an authorized party can download one or more MMVKs tags listed in said Web-based MMVK Tag Library, for subsequent embedding in one or more HTML-encoded pages.

Claim 145 (new): The Web-based consumer product marketing communication network of claim 130, wherein said second Web-based subsystem is further configured to allow product management team members to register said plurality of consumer products with said Web-based consumer product marketing communication network.